



**FOR IMMEDIATE RELEASE**

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**First Lady Jenny Sanford Joins “Parents Who Host, Lose the Most” Media Campaign**  
***Statewide Campaign Educates Parents on Legal Consequences of Providing Alcohol to Teens***

**Columbia, SC- April 29, 2009** – First Lady Jenny Sanford announced today that she is pleased to join the “Parents Who Host, Lose the Most” public awareness media campaign. The South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS) launched this campaign to educate parents on the legal consequences of providing alcohol to underage youth. The “Parents Who Host, Lose the Most” statewide media campaign is designed to increase understanding of and compliance with South Carolina underage drinking laws.

Mrs. Sanford said, “All parents in South Carolina need to fully understand the implications involved when they allow or abet underage drinking. The costs on our state are real – financial, legal, and life.”

“I applaud Mrs. Sanford for joining with mothers and fathers across our state by signing the ‘Parent Pledge Against Underage Drinking’ and supporting this important effort,” said W. Lee Catoe, director of DAODAS. “As we enter graduation season – with its many celebrations – it is not unusual for well-meaning parents to provide alcohol to their teen’s friends at home parties. But with Mrs. Sanford’s assistance, we intend to educate parents that providing alcohol to teens is illegal and irresponsible.”

Parents can receive a 30-day jail sentence and \$1,075 in fines and fees for giving alcohol to other parents’ children under any circumstances – even in their own home. And, they can be sued if a teen hurts someone, hurts themselves or damages property after being allowed to drink on their premises.

South Carolina high school surveys show:

- 37% of high school students drink;
- 20% binge drink (having five or more drinks in one sitting); and
- 37% took their first drink before age 13.

While laws vary from state to state, the campaign’s message is a universal one: It is illegal, unsafe and unhealthy for anyone under 21 to drink alcohol. In fact, in South Carolina, alcohol use is the major cause of loss of life for young people ages 15 to 24, accounting for 45% of their fatalities, most of which result from alcohol-related car crashes.

“Parents Who Host, Lose the Most” coincides with increased enforcement of underage drinking laws by local law enforcement, as well as community prevention efforts by county alcohol and drug abuse authorities.

For more information on “Parents Who Host, Lose the Most,” please visit [www.daodas.org](http://www.daodas.org). A document with graduation season community safety tips is attached — it also provides more information about the campaign, a copy of the ‘Parent Pledge Against Underage Drinking’, and facts about underage drinking in South Carolina.

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*The Healthy SC Challenge is an outcome-based, cooperative effort aimed at encouraging individuals, communities and organizations across the state to show shared responsibility in developing innovative ways to improve the health of South Carolina’s citizens. For more information about the Healthy SC Challenge, please visit [www.healthysc.gov](http://www.healthysc.gov), or call 803-737-4772.*